

REMARKS

The present application includes claims 76-78, 114-117 and 136-157. Claims 136-157 are new. Many of the claims of the application were cancelled in order to focus the prosecution of the present application on a limited number of issues. Instead of the cancelled claims, new claims 136-157, including independent claims 136 and 156, were added. The application now includes only two independent claims. Claims 76-78 and 114-117 were amended to change the base claim on which the claims depend. Claim 117 was amended in order to conform to the wording of the base claim. Applicants reserve the right to file a divisional application upon allowance of the present application.

Applicants thank the Examiner for the interview with the Examiner, conducted September 7, 2004. Following the interview, applicants have cancelled old claims and filed a new set of claims which focus on the inventive features discussed in the interview.

For brevity, the following discussion relates to the Independent claims. The dependent claims are allowable at least because they depend on an allowable claim.

New claim 136 requires providing, responsive to requests for an Internet page, information content of the Internet page, and responding to each of the requests, with a page presentation of the provided information content in a display format selected responsive to the user profile record of the user transmitting the request.

Herz describes identifying desirable objects, such as news articles, for a user, according to a target profile interest summary (abstract). The Herz application is directed solely to finding the information and not to determining a display format of the information responsive to the user profile, as required by new claim 136.

At least some of the dependent claims add further patentability over claim 136. Claim 141, for example, requires providing the same information content for a plurality of the users. Herz, in contrast, provides different information to different users, according to their user profiles.

Claim 143, for example, requires providing the information content without relation to the user profile of the user. Herz, in contrast, provides the information content based on the user profiles.

Claim 144, for example, requires that the selected display format includes at least one non-information-content attribute selected responsive to the user profile. Herz, in contrast, does not

select non information content attributes at all.

The Examiner stated regarding old claim 1, that Applicant asserts that the Herz reference does not disclose a non-attribute of a display format of the information. The Examiner countered that Herz discloses a non-attribute of a display format of the information (by using quality attributes including negatively weight attributes to allow users to monitor market activity or other user's activity and thus providing the user not only quality but also format personalization in displaying information, see col. 68 line 5 to col. 69 line 60 and col. 71 line 20 to col. 72, line 64).

Applicants respectfully submit that claim 144 relates to a "non-information content attribute" and not to a "non-attribute", the meaning of which is not clear to applicants. The quality attributes on column 68, lines 32-39, related to by the Examiner, relate to the content desired by the user and not to a non-content display format.

New claim 156 requires determining a suitable modification of at least one characteristic of the Internet page to match a user profile record and responding with a page presentation of the page modified according to the determined modification, without adding data content to the page.

Herz describes identifying sites of interest that match a user profile (column 67, lines 34-35), but does not teach or suggest modifying a site to match a personality. Herz is directed at filtering data that is of interest to a user and not to modifying Internet pages to user preferences.

The dependent claims further differentiate over Herz. Claim 76 requires modifying a display layout and claim 77 requires modifying a level of detail shown. Neither of these is taught or suggested by Herz.

In addition, applicants respectfully point out that a Supplementary Information Disclosure Statement filed on May 13, 2004, included a 1-page form. The 1449 was never returned initialed by the Examiner. Applicants are resubmitting the 1-page form and respectfully request that all the items listed thereon be initialed by the Examiner to ensure that they appear on the face of the patent issuing on the present application. Applicants assume that the art has already been considered by the Examiner in accordance with MPEP 609.

In view of the above remarks, applicants submit that the claims are patentable over the prior art. Allowance of the application is respectfully awaited. If, however, the Examiner is not convinced and the Examiner is of the opinion that a telephone conversation may forward the present application toward allowance, applicants respectfully request that the Examiner call the

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undersigned at 1 (877) 428-5468. Please note that this is a direct *toll free* number in the US that is answered in the undersigned's Israel office. Israel is 7 hours ahead of Washington.

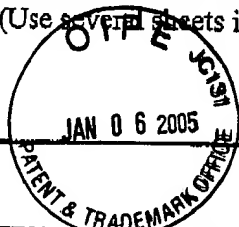
Respectfully submitted,
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	APPLICANT(S) Aviv REFUAH et al.	
	FILING July 28, 2000	GROUP 2155



U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	Filing date if appropriate
	1	5,799,063	25 Aug '98	KRANE, L.			
	2	6,061,738	9 May '00	OSAKU, T. et al.			

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	TRANSLATION	
							YES	NO
	3	EP 0 643 541	15 Mar '95	EUROPE				
	4	WO 97/31490	28 Aug '97	PCT				

OTHER DOCUMENTS (Including Author, Title, Date Pertinent Pages, Etc.)

	5	DUERST, M.; "Internationalization of Domain Names;" July 1998
	6	HAHN, M.; "Uniform Resource Locators;" December 1, 1995; EDPACS; Vol. 3, No. 6; Pages 8-13; XP000566203
	7	TAKADA, T.; "Multilingual Information Exchange Through the World-Wide Web;" November 1, 1994; Computer Networks and ISDN Systems; Vol. 27, No. 2; Pages 235-241; XP004037994

EXAMINER	DATE CONSIDERED
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Equivalent to Form PTO-1449

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